

METHOD AND APPARATUS FOR PRODUCT
SELECTION ASSISTANCE

ABSTRACT OF THE DISCLOSURE

A method for product selection assistance includes receiving a product category selection, matching the product category selection against a product database to determine a plurality of matched products, and displaying a product matrix. The product matrix includes a product entry for each of the matched products. The product entries include a model identifier, a model price, and at least one product configuration parameter associated with the matched products. The method also includes presenting a product configuration question, receiving a product configuration answer, and responsively updating the product matrix based on the product configuration answer to eliminate at least one product entry in the product matrix.